

# ANNOUNCING

## **[NEW] Take A Loved One to the Doctor Day**

**WHO:** All organizations and individuals working with the health of racial and ethnic minorities.

**WHAT:** The campaign is designed to reduce health disparities affecting racial and ethnic minorities by encouraging individuals to go to a doctor or health professional for a health screening. "Take a Loved One To The Doctor Day" is designed to encourage minority communities to become more involved in their health care and health choices by working with local organizations and ABC Radio Networks' 240 urban affiliates to help set up appointments with health care professionals and to accompany them on visits to the doctor. The campaign also focuses on linking the government's extensive health information resources directly to minority consumers to help put knowledge to better use.

**WHEN: September 21, 2004.**

**CONTACT:** For more information on "Take a Loved One To The Doctor Day" including a tool kit to help communities organize local health events please call 1-800-444-6472 or log onto <http://www.healthgap.omhrc.gov/>.